



Spring/Summer Recovery Campaign

Incremental Plan Additions

Executive Summary

On the following two pages, we have outlined the impact of an incremental investment in statewide tourism marketing of either \$5 million or \$10 millions dollars, including:

- 1) **what we could get for each incremental spend level** — in terms of campaign duration, markets we could reach and paid media tactics we could include; and
- 2) **what return that investment could generate** — as measured by paid media impressions, business sales, and state/local taxes.

See the following charts for a comparison of tactics/return at each spend level. A few key facts to note:

For an additional investment of either \$5 million or \$10 million in marketing, we could *add* new tactics, including Trip Advisor, Expedia, Pandora and Spotify, as well as:

- **broadcast TV advertising in the New York, Boston, and Rhode Island markets**

We could also *invest significantly more* in key tactics to reach more out-of-state audiences including:

- paid search marketing, paid social media marketing
- content seeding (paying to serve up snippets of our articles at the end of other relevant stories online to drive traffic to our CTvisit.com state tourism website)
- video marketing and streaming TV advertising (over such services as Hulu and Roku).

Beyond the above, **an additional \$10 million investment would also enable us to:**

- extend our digital advertising into Pennsylvania and New Jersey
- increase the number of weeks we could be on TV in NYC, Boston and Providence.

What Would Be Included at Each Spend Level

For an incremental investment in tourism marketing, we would be able to 1) invest significantly more in each of the core tactics highlighted in blue and 2) layer on the “additional tactics” as checked below.

Categories	For Existing \$1.2 Million Budget	For Incremental \$5 Million Spend	For Incremental \$10 Million Spend
DURATION	June-Labor Day	July-Labor Day	July-October
MARKETS	CT, NYC, Boston, RI	NYC, Boston, RI	NYC, Boston, RI PLUS PA & NJ
CORE TACTICS			
Paid Search, Paid Social, Content Seeding	✓	✓+	✓+
Streaming Video Targeted to Travel Intenders	✓	✓+	✓+
Streaming TV (Hulu, Roku, etc.)	✓	✓+	✓+
Instate Broadcast TV	✓		
ADDITIONAL TACTICS			
Travel Sites (Trip Advisor, Expedia)		✓	✓
Streaming Audio (Pandora/Spotify)		✓	✓
Additional News & Lifestyle Digital Tactics/Waze (Navigation App)			✓
Broadcast and Cable TV in NYC, Boston, Providence (Not PA & NJ)		✓ 5 weeks of TV 58 million impressions	✓ 7 weeks pf TV 81 million impressions

What Returns that Generates at Each Spend Level

Here's what those incremental investments in tourism marketing could deliver — based on how many impressions we could get for our media spend, how much that would likely drive in sales for Connecticut's tourism-related businesses and how much that could generate in state/local tax returns.

MEASURES OF RETURN	For Existing \$1.2 Million Budget	For Incremental \$5 Million Spend	For Incremental \$10 Million Spend
IMPRESSIONS (PAID MEDIA EXPOSURES)			
In-State	19.1 million	-	-
Out-of-State	74.6 million	See below	See below
TOTAL IMPRESSIONS	93.9 million	+ an additional 292.3 million impressions	+an additional 701.0 million impressions
BUSINESS SALES			
Incremental Traveler Spending/Business Sales	\$84.7 million	+ an additional \$176.4 million in sales	+ an additional \$364.0 million in sales
TAX REVENUES			
State/Local Tax Revenues	\$5.1 million	+ an additional \$10.7 million in taxes	+ an additional \$21.9 million in taxes

APPENDIX: Definitions of Key Terms

To project an estimated return on our paid media investment for the Reopen Connecticut Tourism campaign, we reviewed our past two years of campaign results as measured by Arrivalist. Arrivalist is a sophisticated GPS-tracking technology that helps us evaluate the rate of visitation from those who were exposed to our digital market versus those who were not.

Based on a very conservative average of those trends, we estimated how much traveler spending our campaign investment could drive — as well as the state/local tax revenues that spending could generate. Here are a few key definitions to help you interpret the following ROI calculations.

Impressions: The number of exposures to our marketing messages that our paid media delivers. It's not the number of people it reaches — because some people will be exposed more than once. But it's the total number of exposures our campaign delivers. This gives us some idea of how much awareness we can build with our campaign.

Incremental Travelers: Visitors who would not have come to Connecticut without being exposed to our media. It's Calculated based on arrival rates of media exposed and non-exposed travelers

Incremental Traveler Spending: This is a projection of how much money those incremental visitors will spend with Connecticut's tourism businesses based on average traveler spending from past studies.

Local/State Tax Revenues: This is a projection of how much tax revenues that incremental traveler spending would generate (the incremental traveler spending multiplied by 6.035% — which is a blended calculation based on analysis from *Tourism Economics*).
